

Virtual Promoter inspires customers and marketing managers

ISE 2020, 11-14 February in Amsterdam: AMERIA presents the future of interactive customer communication at the world's largest exhibition for AV and systems integration



Heidelberg, Feb 7, 2020 ([Issuewire.com](https://www.issuewire.com)) - The German Bundesliga football team TSG 1899 Hoffenheim has a sensational new addition to the team: Virtual Promoter of AMERIA AG from Heidelberg. The innovative interactive display is located in the visitor area in the stadium and is causing a sensation. A long queue of visitors and fans regularly forms in front of the huge 84" 4K display. What is behind all this?

A Selfie-Experience with the football stars - Virtual Promoter makes it possible.

The fans of TSG 1899 Hoffenheim wait patiently until it is their turn to interact with Virtual Promoter and take a picture of themselves with the stars. How does it work? Not by magic, but by superior technology - Virtual Promoter offers a unique Photobox Experience. The fan sees himself on the life-size display; via gesture control, he selects his favourite players who join him in an augmented reality experience - then click and Goal! The selfie shows him standing on the pitch in the stadium together with his stars - and it looks 100% real. Using a small touch screen terminal next to Virtual Promoter, the fan can then enter his data and have the photo sent directly to his mobile phone to share it with the world via social media: Together with the superstars in a team - an absolute Wow-effect for every fan.

Virtual Promoter scores points for TSG 1899 Hoffenheim.

Not only the fans are thrilled - but the marketing manager of TSG 1899 Hoffenheim is also standing next to Virtual Promoter with a wide grin. He is pleased about the newly acquired customer data, which he receives via the extremely powerful cloud solution of AMERIA AG - with connection to SAP technology. On his iPad, he can observe in real-time how the use of Virtual Promoter provides valuable data that he can use for targeted marketing.

A win-win situation for fans and the marketing department.

Everybody wins with Virtual Promoter: The fans of TSG 1899 Hoffenheim enjoy a great digital football experience and the club wins not only the hearts but also the data of the fans. Virtual Promoter at TSG 1899 Hoffenheim is a real "fan engagement machine" - at the same time, it shines with its unique software, with which the club gets the decisive points in customer communication. Both the customer and the marketing department is happy.

Virtual Promoter is under contract with TSG 1899 Hoffenheim since February 1 - at ISE 2020 AMERIA AG will present it from February 11 to 14. The software company will present Virtual Promoter there with many further showcases.

Other big players rely on AMERIA and Virtual Promoter.

AMERIA AG has developed Virtual Promoter and other solutions for the digitalization of offline spaces - in retail and other industries. Big players such as **Porsche, Haribo, Lego, John Deere or TUI Cruises** already let Virtual Promoter work successfully for them - completely customized to their own marketing strategy. The goal is always to obtain valuable data from enthusiastic customers in order to create an individual, very personal brand experience for them.

Gesture control, Photobox, gamification - Virtual Promoter has many talents.

Virtual Promoter offers realistic human-to-human interaction through photo box integration and an innovative gesture control. For customers such as Lego or Haribo, AMERIA AG has also integrated gamification - interactive games played via gesture control. Here, the user does not simply face a display, but a life-size person or an avatar ready to play. The possibilities here are endless and always perfectly tailored to the respective company.

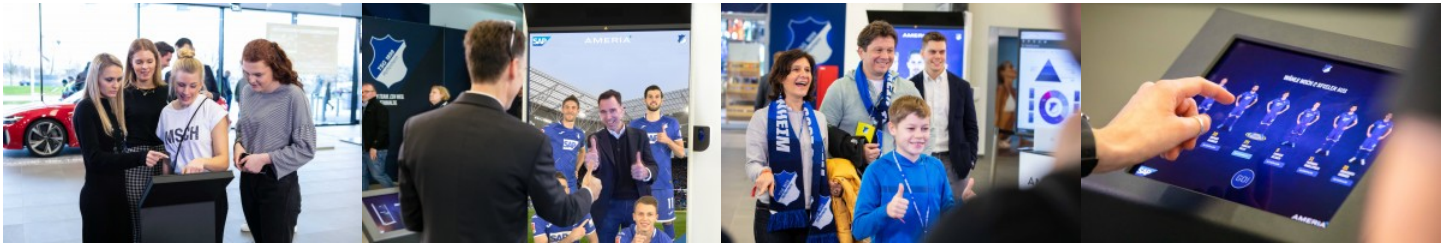
AMERIA AG will be happy to consult interested marketers on these possibilities at the ISE 2020 and will even present four different Virtual Promoters on one stage - an exciting look into the future of interactive

customer communication. A clear recommendation: You wouldn't want to miss it!

More information? www.iseurope.org

www.virtualpromoter.com

www.ameria.de



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